Set	Items	Description
S1	251	MICROSOFT (W) MAPPOINT
S2	148	S1 NOT PY>2002
S3	0	S2 AND DEMOGRAPHIC AND POPULATION AND SALES AND LOTTERY
S4	15	S2 AND DEMOGRAPHIC AND POPULATION AND SALES
S5	7	RD S4 (unique items)

?

KWIC
11-30-04

,Set   Items   Description
S1   251   MICROSOFT (W) MAPPOINT
S2   148   S1 NOT PY>2002

'5/3,K/1   (Item 1 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
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09831446   Supplier Number: 87015125   (USE FORMAT 7 FOR FULLTEXT)
 Desktop data mapping: a review of MapPoint, Maptitude, and
 GeoMedia.(Evaluation)
Palmer, Catharine
Searcher, v10, n6, p64(4)
June, 2002
Language: English   Record Type: Fulltext
Article Type: Evaluation
Document Type: Magazine/Journal; Professional Trade
Word Count: 3092

...   how it computed the calculations.
        * Identify certain products in an accounting system, locate the
cost, **sales** price, and salesperson data, and provide a report of product
margins for each person.
        * Write...

...independents in an area, and the desirability of target locations.
        4. Superimpose Census 2000 data -- **population**   , income, rental
versus owned housing -- for each metropolitan area.
        5. Prepare and print maps for...
...on a variety of printers and plotters for either small or large maps.
        * Add Census **demographic** data as needed.
        * Do all of this in a few hours.
        * Oh, and one more...contact names and telephone numbers.
        Then, with the layering tool, I could add 2000 Census **demographic**
data. The client was most interested in housing and income data, which we
could superimpose...

...the ability to work with data other than addresses. I could easily add
location size, **sales**   , or customer volume data for the competition and
create charts to use in conjunction with...

...and all the flexibility to plot and map personal address data files,
layer in certain **demographic** data, develop charts of economic data in
relation to the addresses, and produce wallsized printouts...on the map.
        Second, vast quantities of data come with the software, including
Census 2000 **demographic** data, as well as square miles, average
snow/rainfall amounts, and average temperature.
        Data sets...
TRADE NAMES: **Microsoft   MapPoint** (Map database...

     5/3,K/2   (Item 2 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
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07738107   Supplier Number: 64151008   (USE FORMAT 7 FOR FULLTEXT)
 Navigation and business mapping.(buyer's guide for GIS software and GPS
 receivers)(Buyers Guide)
Johnson, Dave
Home Office Computing, v18, n8, p65
August, 2000
Language: English   Record Type: Fulltext Abstract
Article Type: Buyers Guide
Document Type: Magazine/Journal; Trade
Word Count: 2188

ABSTRACT:
...interface and its emphasis is focused sharply on generating color-coded

'thematic maps The $249 **Microsoft   MapPoint** 2001 offers a well-designed interface and a slew of useful features. DeLorme Earthmate with...
...   positioning system (GPS) products. GIS programs help you create color-coded maps that visually depict **demographic** and business data. GPS packages are navigational tools; they come with GPS satellite receivers that...

...We used the GIS programs to produce maps of client office locations, territory distributions, and **demographic** analyses of hypothetical business regions. To test the GPS kits, we plugged in the included...

...automatically update certain kinds of data, such as traffic alerts, and lets you purchase additional **demographic** data via the Web. Priced at just $100, this program is a good choice for...

...a graphical, geographical analysis.
        BusinessMap Pro is the only program here capable of actually designing **sales** territories. We were able to divide cities into a number of color-coded regions by...

...2D and 3D charting module. We used it to create bar charts based on the **demographic** and **sales** data in the map.
        The program specializes in ring studies--bull's-eye charts showing
...
...thrive on plotting business data and household distributions, but overkill for most home-based businesspeople.
        Microsoft   MapPoint 2001
        HOC RATING 1 2 3 4 5 6 7 8
        Along with the clean...

...a powerful Data Mapping Wizard for creating color-coded thematic maps based on business and **demographic** data. We found the wizard a cinch to use--in just minutes we created a map of Manhattan with zip code areas colored according to **population** and circles on top representing the average household size.
        In addition to typical drawing and...

...created an optimized route to reach them in just a few easy steps.
        MapPoint includes **demographic** data for 1980, 1990, 1999, and projections for 2004, and can download maps to Windows...MONTH
        GIS SOFTWARE DeLorme XMap Business Rating: 7
        ESRI BusinessMap Pro 2.0 Rating: 6
        Microsoft   MapPoint 2001 Rating: 8
        GPS PACKAGES DeLorme Earthmate GPS Receiver with Street Atlas USA 7.0...
...and a business-traveler Web site that provides hotel searches, airport terminal maps, and a **sales** -lead service.
        MapBlast (www.mapblast.com) will help business users find a FedEx drop-off...delorme.com

ESRI BUSINESSMAP PRO 2.0	$130	ESRI
		800-447-9778
		www.esri.com
MICROSOFT MAPPOINT 2001	$249	Microsoft
		800-426-9400
		www.microsoft.com
GPS PACKAGES		
DELORME EARTHMATE GPS	$200...	

...2.0   Win 95/98/NT, 8MB RAM,
                            47MB hard disk space,

                            CD-ROM drive

MICROSOFT   MAPPOINT 2001   Win·95/98/NT/2000, 20MB
                                        RAM, 185MB hard disk
                                        space, CD-ROM drive...
TRADE NAMES: ESRI BusinessMap Pro 2.0 (Geographic information system);
 Microsoft   MapPoint 2001 (Map database); Rand McNally TripMaker Deluxe
  2000 (Map database); TravRoute Software CoPilot 2000 (GPS...

   5/3,K/3   (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06269497 ·   Supplier Number: 54378811 (USE FORMAT 7 FOR FULLTEXT)
 **Review: MapPoint 2000 raises the bar for desktop mapping.(Microsoft Map
 database software)(Software Review)(Evaluation)**
Marshall, Patrick
InfoWorld, v21, n15, pNA(1)
April 12, 1999
Language: English   Record Type: Fulltext
Article Type: Evaluation
Document Type: Magazine/Journal; Trade
Word Count: 669

...   such as MapInfo's MapInfo Professional or ESRI's ArcView can be
overkill for many **sales** and marketing departments. Microsoft's MapPoint
2000 fills a need for those who do not...

...more) GIS products but still need to quickly create locator maps or
integrate maps and **demographic** data into attractive presentations. The
final version of MapPoint will be available this summer as...

...codes, and census tracts. Street maps contain more than 14 million U.S.
street segments.
     Demographic data is provided by Claritas from a variety of original
sources, including the U.S. census. More than 50 variables concerning
 population , income, age, and ethnicity are available.
     Working with the map and **demographic** data is extremely easy, thanks
to a clean interface and MapPoint's Data Mapping Wizard...

...methods -- an unusual level of control for a program of this price.
     Despite its generous **demographic** data and ranging methods, MapPoint
is just as useful for simple mapping tasks such as...

...and SQL Server data into MapPoint, it's not easy to directly import
third-party **demographic** data.
     MapPoint also cannot import new maps, nor can the user create new map
features...

...t a full-fledged GIS program, it includes enough data-analysis tools to
handle basic **sales** - and marketing-related tasks.
     Pros: Easy to use; generous bundled maps and data; HTML and...
TRADE NAMES: **Microsoft   MapPoint** 2000 (Map database)

   5/3,K/4   (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06085003·   Supplier Number: 53603856 (USE FORMAT 7 FOR FULLTEXT)
 **Map Out Your Profits.(ESRI BusinessMap Pro 2.0, Microsoft   MapPoint 2000
 geographic information systems)(Software Review)(Evaluation)**
Johnson, Dave

·PC/Computing, v12, n2, p131(1)
Feb, 1999
Language: English   Record Type: Fulltext
Article Type: Evaluation
Document Type: Magazine/Journal; General Trade
Word Count: 594

   (USE FORMAT 7 FOR FULLTEXT)
 Map Out Your Profits.(ESRI BusinessMap Pro 2.0, Microsoft   MapPoint **2000**
 geographic information systems)(Software Review)(Evaluation)
TEXT:
 Plotting your **sales** geographically doesn't have to take an entire
weekend
       Put away that resume. Just because your boss asks you to correlate
 sales figures for each city with your targeted demographics and display it
all on a map...
...have the right geographic information systems (GIS) software. Both ESRI
BusinessMap Pro 2.0 and **Microsoft   MapPoint** 2000 simplify the process of
mapping a wide range of data.
       You Are Here MapPoint...

...via an easy-to-understand wizard. You can generate maps with a wide
variety of **demographic** information and even insert your own **sales** data
to create maps that overlay **sales** figures with **population** data.
       Microsoft has positioned MapPoint 2000 as part of the Office 2000
family, which means...

...maps, but its real specialty is the Ring Maps tool. This extension lets
you plot **demographic** or other kinds of information within, for example,
distances of 1, 3, and 5 miles...

...Business Tracker is an exhaustive database of some 11 million
businesses. Because Business Tracker includes **sales** and employee data for
many of these businesses, you can generate maps that include stats...

...Pro 2.0
       Rating:Four Stars
       Verdict: Powerful, multilayer thematic mapping.
       Pros: Tremendous selection of **demographic** and business data.
       Cons: Interface could be easier.
       $130, $499 with extensions, est. street price...
TRADE NAMES: **Microsoft   MapPoint** 2000 (Geographic information system);
   BusinessMap Pro 2.0 (Map database)

   5/3,K/5   (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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·05925353   Supplier Number: 53162854   (USE FORMAT 7 FOR FULLTEXT)
 Microsoft   MapPoint **2000 Delivers New Mapping and Analysis Program.**
PR Newswire, p4958
`Nov 3, 1998
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1070

 Microsoft   MapPoint **2000 Delivers New Mapping and Analysis Program.**
       Geographic and **Demographic** Data
       REDMOND, Wash., Nov. 3 /PRNewswire/ -- Microsoft Corp. (Nasdaq: MSFT)
today unveiled the newest member of the Microsoft(R) Office family of
applications, **Microsoft   MapPoint** (TM) 2000 business mapping software.
Designed to be as easy to use as Microsoft Office, MapPoint combines
complete, accurate geographic and **demographic** data with easy-to-use

'analysis tools. MapPoint makes it easy for business users in...

...better-informed business decisions.
Whether pinpointing where customers are coming from or uncovering the hottest **sales** areas for products, MapPoint provides the features and flexibility users need -- from quickly finding and...
...concepts to use maps in their everyday work."
As a companion to Microsoft Office applications, **Microsoft MapPoint** draws upon the same easy-to-learn and easy-to-use functionality that Microsoft Office...

...series of regional seminars can plot
all possible seminar locations and overlay some of the **demographic** variables, including total **population** by age and average household income. This will help determine which seminar locations would be...

...to take a long while scouting each
site.
* A business analyst can visually identify which **sales** offices across the
country garnered the highest **sales** during a certain time period and then
compare the results to markets where advertising occurred, thus determining the effectiveness of the ad campaign.
For all business users, **Microsoft MapPoint** provides the same high-quality map data found in more expensive GIS systems. **Microsoft MapPoint** provides a complete country-level map of the world, plus detailed street-level maps for...
...U.S. street-level data. In addition, MapPoint includes over 40 megabytes of high-quality **demographic** variables from Claritas Inc., the industry-leading provider of **demographic** data. Demographics are included for four time periods, including 1980, 1990, the current year and five-year projections, for **population** , households, household size, household income, median **population** age and **population** by age, down to the ZIP code and census tract level. Additional **demographic** variables are offered separately from Claritas and its affiliates, ready to view in MapPoint. In the future, supplemental **demographic** variables are planned to be available via links to Claritas and its affiliates on the...

...Office to share with others.
Identify Business Trends Using Maps
* Users can view customer and **sales** data geographically by using the Data
Mapping Wizard to create shaded area, sized circle or...

...and summarize data geographically as well as compare
two variables.
* Users can overlay high-quality **demographic** data from Claritas Inc. onto
their maps, including **population** , average household size or income and
median age.
Pricing and Availability
Microsoft MapPoint is scheduled to be available in retail stores at the same time as Microsoft Office 2000 at an estimated retail price of $109. Please visit the **Microsoft MapPoint** Web site at http://www.microsoft.com/mappoint/ for more information, including a MapPoint guided...for people to take advantage of the full power of personal computing every day.
NOTE: **Microsoft** , **MapPoint** , Outlook and Windows are either registered trademarks or trademarks of Microsoft Corp. in the United...

5/3,K/6   (Item 1 from file: 148)

12135027   SUPPLIER NUMBER: 60124447   (USE FORMAT 7 OR 9 FOR FULL TEXT)
DIVIDE AND CONQUER.
Baker, Kim; Baker, Sunny
Journal of Business Strategy, 20, 5, 16
Sept, 1999
ISSN: 0275-6668   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 4184   LINE COUNT: 00354

...   information from proprietary databases or from thud-party data
sources and displays information such as **population** density age, income,
travel routes, and climate patterns on maps. And when disparate pieces of
...

...Using maps to represent business data is a powerful way of understanding
and communicating complex **demographic** and geographic relationships.
Managers can use visualization technologies and spatial models to be a
catalyst...

...at the University of Tennessee at Knoxville. According to Dr. Noon,
companies can create transportation, **sales** territory, and supply chain
optimization models using GIS.
      Mapping: The Ascendant Standard
      Through mapping software...

...entirely new ways. Mapping enables users to identify future
opportunities and geographic trends for increased **sales** and
profitability.
      This type of business mapping, also called market mapping, is by no
means...

...of national current-year data estimates, and five-year projections for
an extensive array of **demographic** variables including **population** . by
race, gender, and age, households, income ranges, vehicles available, and
housing data for all...

...and customer programming capabilities, Tactician's Selling Machine
bundle, a powerful mapping system for realigning **sales** territories and
related **sales** analysis, runs about $7,900. It has enough data to cover
territories across the United...

...in marketing research data for a wide variety of audiences. Data prices
vary widely--general **demographic** and zip code data is inexpensive and
usually comes with the mapping program. This data...can benefit from
mapping applications.
      For example, New York-based Avon uses GIS to track **sales**
representatives' records and **sales** penetration by country, state, county,
city, and even by a specific street. The software produces multicolored
maps and grids that show not only where **sales** are already concentrated,
but also where Avon needs to beef up recruiting efforts for new...

...reengineering of Avon is designed to generate $400 million in annual
corporate savings and a **sales** growth target of 8% to 10%.
      The mapping software also helps Avon see which areas...

...to those groups. Even more exciting, managers can click on an icon and
look at **sales** performance based on the **population** and ethnicity and
conclude that "we're doing well compared to internal benchmarks, but given
...

...new regions in which to build their network. This analysis usually
relies on maps displaying **demographic** forecast data, the existing cell

·site network, competitor's coverage, traffic counts, street data, etc...

...are generic to businesses of all sizes, including the way Manufacturers
and Traders Trust analyzes **demographic** data to display concentrations of
customers meeting age and income criteria that can be used...

...develop targeted marketing programs. Apple Computer uses market mapping
software to perform geographic planning for **sales** territories, field
resource deployment, and targeting marketing programs. And major
consumer-oriented companies like Coca...of an enterprise GIS solution,
ArcInfo is used by corporations for tasks such as planning **sales**
territories, analyzing competition, and routing delivery vehicles. Uses of
ArcInfo in governments include land records...Phone: (518) 285-6000
        (800) FASTMAP
        http://www.mapinfo.com
        MICROSOFT'S ENTRY--MAPPOINT 2000
        Microsoft   MapPoint 2000 is a business mapping application .
designed for Microsoft Office users who want to use maps and related
 demographic information in their everyday work. It builds on Microsoft
Expedia Streets 98, but whereas Expedia...

...maps which can be imported into Office documents, plotting database
information, and analyzing business and **demographic** information. It ships
with a complete set of geographic data for all levels of geography...

...services and products, including strategic planning services, project
feasibility studies, market analyses, mapping, and detailed **demographic**
data products. Web site downloads include complete county and state
boundaries for Illinois and a...

...target markets, do site location studies, prepare market penetration
analyses, and any other kind of **demographic** research. The system has a
Windows user interface and produces a variety of reports including...

...their first day. It also provides a wide variety of add-on data such as
 demographic updates, current business establishment and employment counts,
lifestyle clusters, traffic counts, and consumer spending potential...

...data and includes everything in the Scan/US BasePak, Scan/US DriveTime,
the '98/2003 **Demographic** Update for all map levels, plus national
boundary maps for ZIP codes, census tracts, and...

...SOLUTIONS
        Tactician Corporation is the leading developer and supplier of
mapping software and data for **sales** , marketing, and business planning.
Its Tactician product line consists of micro-marketing applications based
on...
...marketing analyses including regression and gravity modeling; and
Selling Machine for improving the productivit of **sales** and service
territories. MapScape is Tactician's Internet/Intranet application that
provides interactive mapping and...

 5/3,K/7   (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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11418786   SUPPLIER NUMBER: 55878376   (USE FORMAT 7 OR 9 FOR FULL TEXT)
 **Divide and Conquer. (mapping/geographic information systems
 software) (Statistical Data Included)**
Baker, Sunny; Baker, Kim
·Journal of Business Strategy, ITEM9927000D
Sept, 1999
DOCUMENT TYPE: Statistical Data Included   ISSN: 0275-6668

...   information from proprietary databases or from third-party data sources and displays information such as **population** density, age, income, travel routes, and climate patterns on maps. And when disparate pieces of ...

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...at the University of Tennessee at Knoxville. According to Dr. Noon, companies can create transportation, **sales** territory, and supply chain optimization models using GIS.
        Mapping: The Ascendant Standard
        Through mapping software...

...entirely new ways. Mapping enables users to identify future opportunities and geographic trends for increased **sales** and profitability.
        This type of business mapping, also called market mapping, is by no means...

...of national current-year data estimates, and five-year projections for an extensive array of **demographic** variables including **population** by race, gender, and age, households, income ranges, vehicles available, and housing data for all...

...and customer programming capabilities, Tactician's Selling Machine bundle, a powerful mapping system for realigning **sales** territories and related **sales** analysis, runs about $7,900. It has enough data to cover territories across the United...

...in marketing research data for a wide variety of audiences. Data prices vary widely-general **demographic** and zip code data is inexpensive and usually comes with the mapping program. This data...can benefit from mapping applications.
        For example, New York-based Avon uses GIS to track **sales** representatives' records and **sales** penetration by country, state, county, city, and even by a specific street. The software produces multicolored maps and grids that show not only where **sales** are already concentrated, but also where Avon needs to beef up recruiting efforts for new...

...reengineering of Avon is designed to generate $400 million in annual corporate savings and a **sales** growth target of 8% to 10%.
        The mapping software also helps Avon see which areas...

...to those groups. Even more exciting, managers can click on an icon and look at **sales** performance based on the **population** and ethnicity and conclude that "we're doing well compared to internal benchmarks, but given ...

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...are generic to businesses of all sizes, including the way Manufacturers and Traders Trust analyzes **demographic** data to display concentrations of customers meeting age and income criteria that can be used...

...develop targeted marketing programs. Apple Computer uses market mapping software to perform geographic planning for **sales** territories, field resource deployment, and targeting marketing programs. And major

consumer-oriented companies like Coca...

TRADE NAMES: **Microsoft** **MapPoint** 2000 (Map database...
?